CONTENT INNOVATION AWARDS 2021

from TBI Television Business International

Brought to you by informa tech

INTRODUCTION

Celebrating ingenuity & perseverance

It has been another extraordinary 12 months for those working in the world of content, with the pandemic throwing up endless challenges that continue to be met and overcome in spectacular style.

Let us not pretend that it has been an easy 12 months, however. Production and behind-the-camera staff have had to deal with the most difficult of circumstances to ensure their shows are delivered on time and to budget, while distributors and network/streamer executives have had to juggle a multitude of demands to ensure audiences - hungrier than ever for the best programming - are left captivated by what's on screen.

As such, this year's Content Innovation Awards is a celebration of all of the shows that have kept us entertained, informed and engaged during this most turbulent of periods - but also an acknowledgment to the thousands of people who have toiled behind the scenes to make them appear on screen.

This year's Award categories also highlight the vast array of programming on offer, from the slickest of dramas to the most premium of factual, the most eye-catching of formats to the cleverest of kids shows.

We have also introduced several new Award categories for 2021 to reflect how the industry is changing, including a reality-focused award for this booming genre.

And while the shows themselves are of course a key focus, we are also celebrating all those who support the industry day in, day out - from the distributors coming up with new ways to sell programming worldwide to the individuals who are making extraordinary contributions to the business. Whether they are at the start of their careers or well-established industry names, we hope you will join us in celebrating their great achievements and, indeed, all of this year's winners.

Richard Middleton, Editor, TBI

TBI Television Business International

Editor Richard Middleton
richard.middleton@informa.com

Deputy editor Mark Layton
mark.layton@informa.com

Sales manager Michael Callan
michael.callan@informa.com

Art director Matthew Humberstone
matthew.humberstone@informa.com

Marketing executive Abigail Dede
abigail.dede@informa.com

Commercial director Patricia Arescy
patricia.arescy@informa.com

Editorial director Stuart Thomson
stuart.thomson@informa.com

CONTENT INNOVATION AWARDS 2021
from TBI Television Business International

Brought to you by informa tech

Published by Informa Tech, Blue Fin Building, 110 Southwark Street, London SE1 0TA
e-mail: tbi@informa.com **web:** www.tbivision.com

© 2021 Informa UK Ltd All rights reserved
Reproduction without permission is prohibited

STARS OF THE NIGHT

MEET OUR ILLUSTRIOUS PANEL OF JUDGES

The judges of this year's Content Innovation Awards represent some of the finest minds in the global business, with years of experience working across all genres and every facet of the industry.
We are delighted that they agreed to take part to help us judge this year's entries and we are indebted to the time and dedication they have shown in picking the winners for 2021.

Solange Attwood
EVP
Blue Ant International

Rochelle Bent
Talent Coordinator
Arrow International Media

David Ellender
CEO
Halcyon Studios

Jeff Ford
Consultant

Bea Hegedus
SVP and Global Head of Distribution
Vice Media Group

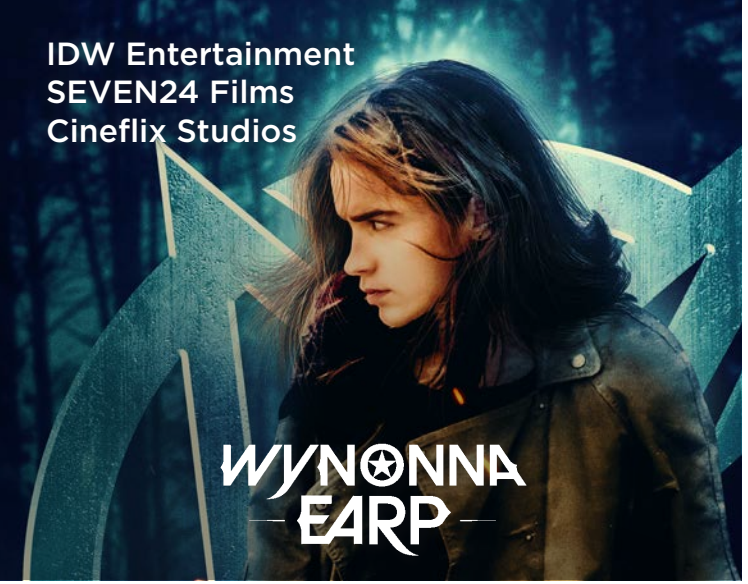
Rose Hughes
VP Sales (Pan-regional/Global, Europe, Canada, USA), **Keshet International**

Mark Lawrence
Head of Integration
Banijay Rights

Richard Middleton
Editor
TBI

Paul Robinson
Media Consultant
Creative Media Partners

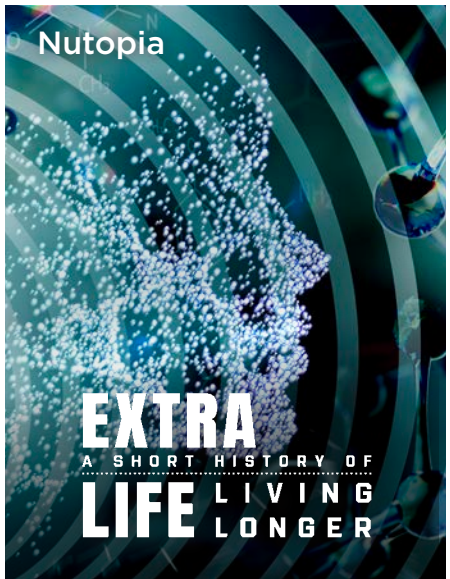
Maria Rua Aguete
Senior Research Director, TV, Video, Advertising, **Omdia**

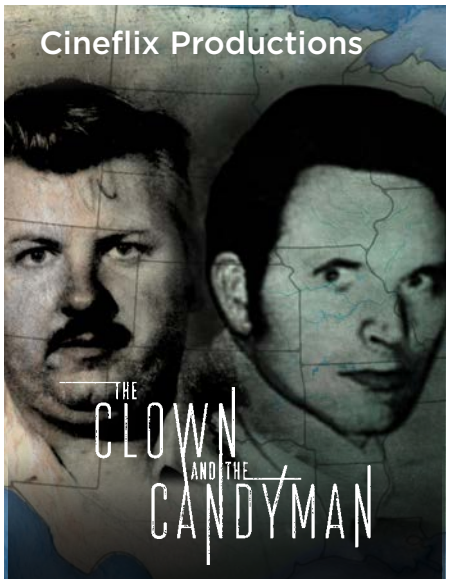


cineflix Rights

CONGRATULATIONS

TO OUR INNOVATIVE PRODUCER PARTNERS FOR THEIR NOMINATIONS





BEST ANIMATED KIDS PROGRAMME

Children's programming is enjoying a renaissance. What were the top animated titles and formats that broke through in the past 12 months? These are shows that either enjoyed widespread domestic success, or made an impact internationally with sales across the board.

THE NOMINEES

Sky UK for *The Brilliant World of Tom Gates*

Sky UK for *The Epic Adventures of Morph*

Rai Radiotelevisione Italiana for *AquaTeam - Sea Adventure*

ABC Commercial for *Big Words Small Stories*

August Media Holdings for *Tish Tash*

Sky UK for *Labuntina*

THE WINNER

Sky UK for *Labuntina*

Sing along with Lili Fish, Judi Bee and Kodi Fox and learn about numbers, ABC, colours, animals and much more, in the magical world of Labuntina!

"Beautifully crafted animation with excellent music."

BEST SHORT-FORM SERIES

With new platforms opening up to cater specifically to short-form programming, and traditional players catching up with short-form commissioning of their own, this award recognises breakthrough content that is 15 minutes or less in length per episode.

THE NOMINEES

SBS for *The Swiping Game: What is Yellow Fever?*

Rai Radiotelevisione Italiana for *Web Side Story* (*seasons 2 and 3*)

YouTube Originals for *Creator Spotlights*

Record TV for *Hunger of the Invisibles*

ViacomCBS Networks Africa for *Dear Black Girl*

ViacomCBS Networks Africa for *Liyadlal'iPiano*

Zone3 for *Teodore Without The H* (*Teodore pas de H*) - Season 2

Shaftesbury for *Slo Pitch*

THE WINNERS

Shaftesbury for *Slo Pitch*

As Captain of the slo pitch beer league team, the Brovaries, Joanne is determined to make this season count, but the team just can't get their act together. There may not be any money, trophies or sponsorship deals up for grabs, but for the Brovaries, slo pitch is life or death. Well, for Joanne anyway. Everyone else is just in it for the beer. And the girls.

"Great example of a digital project building its position."

SBS for *The Swiping Game: What is Yellow Fever?*

What is Yellow Fever? is an intimate and provocative look at how Asian women deal with stereotypes such as 'submissive,' 'docile' and 'cute.' When does cultural appreciation become fetishisation?

"Brave and modern, gives a voice and promotes debate."

DISTRIBUTION INNOVATION

Today's distributors need to think on their feet and wear myriad hats. Does your distribution business employ a unique strategy that is cutting through and winning buyers over? Have you created a new financing model to power programming or leveraged technology to seal deals? TBI pays tribute to a distribution outfit raising the bar for what's possible in the field.

THE NOMINEES

Vuulr for *Vuulr*

Sinking Ship Entertainment for *Sinking Ship Entertainment*

All3Media International for *All3Media International: A3MI POWERED BY KNOX*

Premiere Digital for *PDX*

Banijay Rights for *Banijay Rights*

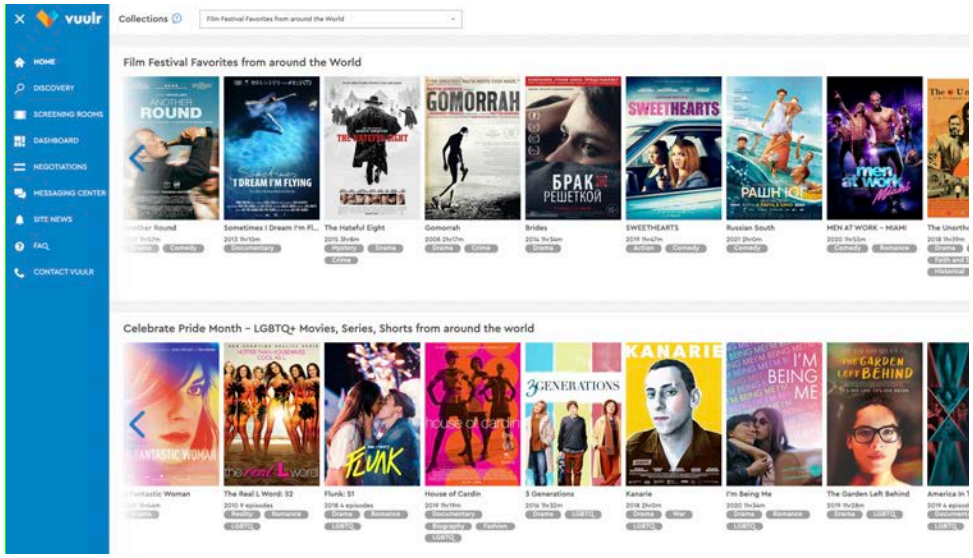
Amagi Corporation for *Amagi CLOUDPORT*

THE WINNER

Vuulr for Vuulr

In the past year, the Vuulr marketplace has continued to innovate and launch new features that enable content buyers and rights holders to leverage technology to license content online.

"Great sales and networking tool for both producers and distributors alike."



ENTERTAINMENT FORMAT OF THE YEAR

Broadcasters still want big entertainment shows for their primetime schedules. Which format cut through in the last year to become a global success? Whether a shiny-floor entertainment show, a structured reality hit, a gameshow or an obs-doc that got remade in local markets, what was the standout international format of the past 12 months?

THE NOMINEES

Bandicoot for *The Masked Singer UK*
BBC Studios for *Dancing with the Stars*
BBC Studios for *The Great Bake Off*
Sky UK for *Life And Rhymes*
Sky UK for *Rob & Romesh Vs*
Eureka Productions for *Holey Moley*
NTV Broadcasting Company for *Superstar*
WorldExtremeTV for *Extreme Cuisine*
SHELTER/TOREADOR for **THAT'S LOVE!**

THE WINNER

Bandicoot for *The Masked Singer UK*

#MaskedsingerUK took social by storm as the whole nation was engaged in an amazing eight-week guessing game that helped to cement the shows status as ITV's biggest entertainment programme in recent years.

"Great entertainment that everyone can join in with as a family."

REALITY SHOW OF THE YEAR

TBI honours the new wave of reality programming gracing our screens across all mediums, ranging from re-worked classics to completely new ideas that offer entertainment and insights to all generations of viewers.

THE NOMINEES

Stand By Me for *VOGLIO ESSERE UN MAGO! (MAGIC CASTLE)*

ViacomCBS Networks Africa for *Inside Life With Erica*

ViacomCBS Networks Africa for *Her Majesty Busiswa*

ViacomCBS Networks Africa for *Mbau Reloaded - Always Rise*

Cineflix Rights for *My Big Family Farm*

THE WINNER

Cineflix Rights for *My Big Family Farm*

My Big Family Farm chronicles the adventures of extreme hill shepherds Amanda and Clive Owen as they raise their nine children—and more than 1,000 sheep—on one of the most remote and spectacular farms in Britain.

"An intimate, emotional and thrilling glimpse into a little-known world - it is equal parts uplifting and thought-provoking."

BEST DOCUMENTARY SERIES

The future is factual, that much is clear. Streaming services and cable channels have upped the ante when it comes to multi-part factual series. TBI honours the programmes – across both broadcast or digital – that have raised the bar in their execution, storytelling and/or access.

THE NOMINEES

YouTube Originals for *Together We Rise*
Northern Pictures for *See What You Made Me Do*
Sky UK for *Exterminate All The Brutes*
Record TV for *Aprisionadas*
ABC TV for *EXPOSED: The Ghost Train Fire*
YouTube Originals for *How To Be Behzinga*
BPU Red Media for *Izborsk*
Cineflix Rights for *Extra Life: A Short History of Living Longer*
Cineflix Rights for *The Clown and The Candyman*

THE WINNER

Cineflix Rights for *Extra Life: A Short History of Living Longer*

Extra Life: A Short History of Living Longer is a timely look at the innovations in science and medicine that doubled the human lifespan in less than a century.

"Timely, relevant and offers energy and real insight."

RISING STAR AWARD

Do you have a hot shot in your company who always delivers, coming up with the innovations and ideas that keep your business buzzing? This is an opportunity to recognise those individuals – some of whom may just be starting their TV careers – who are set for the top.

THE WINNER

Alicia Dalrymple, Dragonfly Film & TV

The recipient of this year's Rising Star Award has made a huge impact since starting her career, initially as a trainee production coordinator. Since then, she has risen up the ranks, helping to deliver Paralympic coverage from Brazil and working on shows ranging from *Geordie Shore* to *Educating Greater Manchester* and many more.

Most recently, she became senior production coordinator at Banijay's Dragonfly Film & TV, where she helped to deliver shows throughout the pandemic. These included hard-hitting series such as *Ambulance* and *Surgeons At The Edge of Life*, on which she provided invaluable support to her teams and ensured both programmes' production despite the most trying of circumstances while being forced to work remotely.

Just this summer, Alicia made a huge impact while speaking at the 2021 Royal Television Society's Cambridge Convention in front of some of the biggest names in the global TV industry. She is also looking to become a mental health first aider to assist others, further underlining that while her own successful career is going from strength to strength, she is also improving the lives of others in the industry as she goes.

Speaking to her current head of production at Dragonfly, Alison Seymour, it's clear that Alicia is held in the highest regard by all of those she works with. She is, Alison says, "simply brilliant", one of the most personable, likeable and reliable team players going, and one who is destined for great things.

THE INNOVATION & INGENUITY AWARD

This category highlights an individual or company who has shown an outstanding ability to persevere and succeed. Whether using ingenious production methods to keep a show filming, embracing new tech to get a show delivered or introducing new workflows to ensure the well-being of their staff, this award honours those whose perseverance has inspired the industry.

THE NOMINEES

BBC Studios Natural History Unit for *BBC Winterwatch 2021*

Sinking Ship Entertainment for *Endlings - One World One Family*

ViacomCBS Networks Africa for *Savanna Virtual Comedy Bar*

ViacomCBS Networks Africa for *Africa Day*

Arrow International Media for *Magic of Disney's Animal Kingdom*

Sinking Ship Entertainment for *Lockdown - The Confession*

Sky UK for *Sky Arts*

NTV Broadcasting Company for *The Victory Day Parade 360°*

THE WINNER

BBC Studios Natural History Unit
for *BBC Winterwatch 2021*

As part of many sustainability initiatives, *BBC Winterwatch* made TV history as the world's first large scale outside broadcast successfully powered by green hydrogen fuel and energy saving batteries.

"Fantastic example of a production that has been made in an environmentally conscious way."

BEST LIVE ACTION KIDS PROGRAMME

The top live-action children's titles and formats that broke through in the past 12 months across both linear broadcasters and digital platforms.

THE NOMINEES

Sinking Ship Entertainment for *Endlings - One World One Family*

Sinking Ship Entertainment for *Dino Dana - The Sound of Dinosaurs*

Sky UK for *FYI Investigates: Children Caught in the Crossfire*

Rai Radiotelevisione Italiana for *Marta & Eva*

Zone3 for *The First Years* (*L'effet secondaire*)

Gloob for *Escola de Gênios*

Gloob for *Bugados*

Zone3 for *Entitled* (*Les Petits Rois*)

THE WINNER

Sky UK for *FYI Investigates: Children Caught in the Crossfire*

The *FYI* (*For Your Info*) crew of young reporters heads across the UK and abroad to investigate the big issues that affect everyone today.

"Gives kids a voice and airtime and underlines the fact that their opinions do matter."

BEST DOCUMENTARY

What was the outstanding international factual project of the last 12 months? Which show worked at home and then became a hit in international markets, which project was the most talked about?

THE NOMINEES

BPU Red Media for *Back from the War*

YouTube Originals for *Life in a Day 2020*

Banijay Rights for *Inside Chernobyl With Ben Fogle*

Sky UK for *Marina Abramović Takes Over TV*

THE WINNER

Banijay Rights for *Inside Chernobyl with Ben Fogle*

The feature-length special doc follows presenter and adventurer Ben Fogle on a unique trip as he spends a week living inside the Chernobyl Exclusion Zone, 35 years after the world's worst nuclear accident.

"A first-class doc that tells a terrible yet also hopeful story."

BEST RETURNING DRAMA SERIES

This award will go to a popular ongoing series that has shown great accomplishment across broadcast or streaming platforms this year.

THE NOMINEES

Sky UK for *A Discovery of Witches*

NTV Broadcasting Company for *Shepherd*

Cineflix Rights for *Coroner*

Shaftesbury for *Hudson & Rex*

Shaftesbury for *Departure*

THE WINNER

Shaftesbury for *Departure*

Toronto, 6:00 PM. Passengers board the Apollo – a controversial new high-speed train traveling between Toronto and Chicago. It's controversial because its use of automation technology takes most of the train's functions out of human hands. A few hours into the journey, the train operator realises something's wrong.

"This drama builds and builds and is very compelling."

REPRESENTATION ON SCREEN

This award salutes unscripted and scripted programming with outstanding on-screen and/or off-screen representation of LGBTQ, race and ethnicity and/or disability. These programmes cut through with either salient topics that touch on important issues affecting minority groups or feature representative casts and crews that elevate the production.

THE NOMINEES

Joined Up Films for *What Does Australia Really Think About Disability?*
Douglas Road Productions for *Black Classical Music: The Forgotten History*
Sky UK for *Micah Richards: Tackling Racism*
YouTube Originals for *Together We Rise*
YouTube Originals for *YouTube Pride 2021*
Cineflix Rights for *Wynonna Earp*
Banijay Rights for *Leigh-Anne: Race, Pop & Power*
ABC Commercial for *Firestarter: The Story of Bangarra*
Gusto Worldwide Media for *CombiNation Plates*

THE WINNER

Sky UK for *Micah Richards: Tackling Racism*

The former England and Premier League star lifts the lid on the true scale of the racism problem in British football as he searches for answers and solutions.

"A testament to the power of not only the actual documentary on the screen but the importance of changing the make-up of the TV industry in key production roles."

OUTSTANDING CONTRIBUTION TO CONTENT

This special award recognises an executive who has made their mark on the TV landscape across a specific area of expertise - from production and distribution, to commissioning or technology - leaving the business in a better place because of their work.

THE WINNER

Kate Phillips, BBC

From *Strictly Come Dancing* and *RuPaul's Drag Race UK*, to *I Can See Your Voice* and *MasterChef*, if there's an entertainment show on the BBC then the winner of this year's Outstanding Contribution to Content Award is behind it.

Her responsibilities extend far and wide, with her current remit seeing her commission more than 500 hours of programming each year that draws hundreds of millions of viewers to the BBC. She has helped to launch a multitude of new shows and during the pandemic performed daily miracles with the support of her teams to keep programming on air and stuck-at-home viewers entertained.

And while this executive's focus is now largely trained on the UK, she remains hugely popular around the world. She presided over a golden period for the British production industry during her time as creative director of formats at BBC Studios, making a truly global impact while helping to take UK creativity worldwide. She has also supported innumerable careers, including creating and running BBC training scheme Future Formats; ran her own production company; worked on numerous BAFTA winning shows; and helped develop some of the most-well known formats in the global business.

Above and beyond all of this, she is one of the most genuine, friendliest, informed and approachable execs going and has made an outstanding contribution to both the UK and global content industries.

BEST KIDS MYSTERY PROGRAMME

From shows featuring diminutive detectives to spooky shenanigans, TBI shines a light on those children's titles that had youngsters on the edge of their seats – or hiding behind them – over the past 12 months.

THE NOMINEES

Sinking Ship Entertainment for *Odd Squad - End of The Road*

Sinking Ship Entertainment for *Lockdown - The Confession*

Sinking Ship Entertainment for *Ghostwriter - Ghost Castaways Part 2*

Stand By Me for *HALLOWEIRD*

Gloob for *Detetives do Prédio Azul*

THE WINNER

Sinking Ship Entertainment
for *Ghostwriter - Ghost Castaways Part 2*

When a ghost haunts a neighborhood bookstore and starts releasing fictional characters into the real world, four kids team up to solve an exciting mystery surrounding the ghost's unfinished business.

"An inventive, bright, and well thought through series that challenges its audience."

COMPETITION SHOW OF THE YEAR

This award acknowledges the creative prowess and production expertise that go into delivering shows that delve deep into the psyche of the human condition, offering emotional engagement, entertainment and excitement for audiences.

THE NOMINEES

NTV Broadcasting Company for *Secret for a Million*

Rebelintown Productions for *The Coolest OG's*

Eureka Productions for *Holey Moley*

ViacomCBS Global Distribution Group for *Tough As Nails*

Eureka Productions for *Full Bloom*

Banijay Rights for *Interior Design Masters*

THE WINNER

Eureka Productions for *Holey Moley*

Holey Moley is the world's most extreme miniature golf competition series! Mini-golf enthusiasts from all over the planet compete in head-to-head battles on the toughest, craziest mini-golf course ever created, with one contestant winning $250,000 on the final hole. Hosted by Rob Riggle & Joe Tessitore, each episode follows the spills, thrills and superb skills of the best miniature golfers and their desire to win this serious competition set in a silly world!

"Such a bizarre show... but strangely watchable!"

FACTUAL ENTERTAINMENT PROGRAMME OF THE YEAR

From structured reality hit to obs-doc, what was the standout factual entertainment programme of the past 12 months?

THE NOMINEES

Arrow International Media for *Magic of Disney's Animal Kingdom*
Extreme Sport TV for *SOS*
Cineflix Rights for *Billion Pound Bond Street*
YouTube Originals for *YouTube Pride 2021*
Cineflix Rights for *The World's Most Scenic Railway Journeys*
Eureka Productions for *Crikey! It's The Irwins*
Gusto Worldwide Media for *One Big Recipe*
Banijay Rights for *Meerkat Manor: Rise of the Dynasty*
Gusto Worldwide Media for *CombiNation Plates*

THE WINNERS

Banijay Rights for *Meerkat Manor: Rise of the Dynasty*

A soap opera with a difference - the main protagonists are 12 inches high, live underground in burrows and live on a diet of worms, insects and lizards. We'll get to know each individual character as intimately as any human soap star but here the relationships, births, deaths and conflicts are real.

"A humourous and unique take on natural history programming."

YouTube Originals for *YouTube Pride 2021*

YouTube Pride 2021, produced by indie JA Films, was a celebration of the LGBTQIA+ community in all its diversity; a Pride Party spanning the UK and the USA that acknowledged the community's hard won rights and looked forward to a future of global equality.

"Diverse and issue driven with so much energy."

SERIES LAUNCH OF THE YEAR

As channels seek to stand out from the crowd with original programming and big-ticket acquisitions, often launching across several territories at once, we award the series that launched with the most buzz and which created the greatest ratings, marketing and social media impact.

THE NOMINEES

Eureka Productions for *Name That Tune*

Eureka Productions for *Full Bloom*

NTV Broadcasting Company for *Fatherland*

Gloob for *BBD S15 Launch Campaign*

Gloob for *Miraculous Launch Campaign*

ABC Commercial for *Fisk*

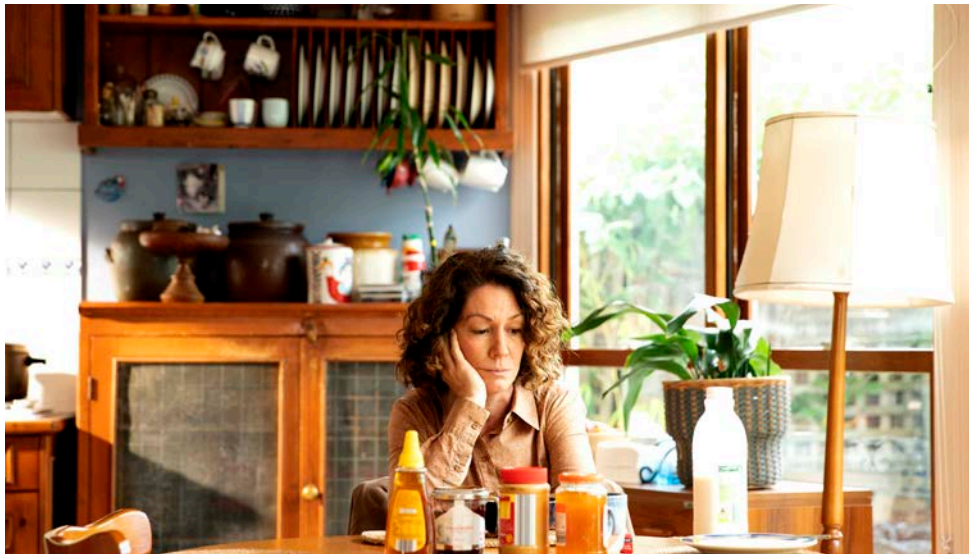
Banijay Rights for *Two Weeks To Live*

THE WINNER

ABC Commercial for *Fisk*

Previously a high-end contracts solicitor, Helen Tudor-Fisk (Kitty Flanagan) finds herself in the low rent world of wills and probate when she takes the job at Gruber & Gruber, following a humiliating marriage breakdown and professional fall from grace. Navigating her new 'career' proves tricky, as Fisk realises the truth of her misplaced assumption: just because her clients are dead, doesn't mean she won't have to deal with people.

"Great cast, great lines and a fabulous singular vision."



BEST DEBUT DRAMA SERIES

As the golden age of drama continues, we recognise the breakout scripted series that has created the greatest impact around the world.

THE NOMINEES

Sky UK for *I Hate Suzie*

Rai Radiotelevisione Italiana for *Nudes*

Cineflix Rights for *Manayek*

ViacomCBS Networks Africa for *Isono*

Banijay Rights for *Adult Material*

SHELTER/TOREADOR for *Hate To Love You*

NTV Broadcasting Company for *Fatherland*

Banijay Rights for *The Hunt For A Killer*

THE WINNER

Sky UK for *I Hate Suzie*

Former teen pop star turned actor Suzie Pickles has her whole life upended when her phone is hacked and compromising photos are leaked online.

"A dark look at fame and the destruction of someone's life, realised with great flair with different episodic styles."

LIFETIME ACHIEVEMENT AWARD

Success is hard-won in the TV world. Repeated success is even harder. The Lifetime Achievement Award recognises an outstanding individual who has achieved the rare distinction of delivering, inspiring or executing innovation time and again over the course of their career to date.

THE WINNER

Chris Bonney, former CEO, Cineflix Rights

The winner of this year's Lifetime Achievement Award has been a trailblazer throughout his career, while always retaining a sense of humour and a popularity amongst buyers, producers and distributors across the globe.

He has been a key architect of the rapidly evolving distribution industry, creating new financing models and constantly adapting to the rapidly evolving ecosystem to remain as relevant in the new streaming world as ever. During his extensive career, he has worked for numerous firms including Warner Bros. International Television Production, Outright Distribution and UK-based Shed Media, but he was most recently CEO of rights at Cineflix Media, stepping down earlier this year after eight years.

During this time, the distributor grew into the UK's largest indie TV content sales firm with a catalogue of more than 5,000 hours of scripted and factual content. He increased the company's third-party slate to almost 50% of its overall portfolio, developed financing models to help partners including Cineflix Productions, and pushed into scripted by ramping up both its English and foreign-language drama catalogue.

It was also under his tenure that the company struck a major deal last summer with Apple TV+, which acquired its Israeli drama *Tehran*. He is now off to pursue new - but no doubt equally challenging interests - on the golf course, but before he does, we are delighted to recognise Chris Bonney's huge contribution to the industry with this year's Lifetime Achievement Award.

CONTENT INNOVATION AWARDS 2021

from TBI Television Business International

See you next year!

www.contentinnovationawards.com
www.tbivision.com

Brought to you by informa tech